

**Executive Committee for Highway Safety
Keeping Drivers Alert
Working Group Meeting Minutes – Mtg. #10
September 1, 2005**

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

Doug Robertson

Don Ferrier

Cliff Braam

Katy Jones

Jessica Jones

Jane Stutts

Joe Geigle

Terry Hopkins

Scribe:

Katy Jones

Minutes:

- The meeting began at approximately 10:10 a.m.
- Doug Robertson has announced his retirement from the UNC Highway Safety Research Center, therefore creating a need for a new chair of the KDA Working Group.

Task I – Update of July 2005 ECHS Meeting

Jane gave a general overview of the July 2005 Executive Committee for Highway Safety meeting. Three new working groups have been formed – Motorcycles, Older Drivers and Public Information. Jane Stutts will chair the Older Drivers Working Group.

All Working Groups have been asked to remember that if any strategy requires a legislation component, please have that final strategy to the ECHS by January 2006.

For more information on the report out of the working groups or on these two presentations, please refer to the ECHS web page:

<http://www.doh.dot.state.nc.us/preconstruct/traffic/echs/>

Task II – Teen Focus Groups

Katy, Jessica and Cliff gave an overview of the Distracted Driving strategy among teen drivers. The focus groups are complete and the final report has been written.

Cliff, Jessica and Katy met with Professor Elizabeth Dougall, a UNC professor in the School of Journalism and Mass Communication to explore the idea of her PR campaigns class exploring potential campaign elements regarding the strategy. The meeting was very fruitful, leading to the adoption of the ECHS as the “client” for her Fall 2005 PR Campaigns class. Cliff, Jessica and Katy will brief the class throughout the semester. The entire ECHS and Working Group members are invited to attend the final presentations on December 1 and December 6, 2005 at the Freedom Forum Conference Center.

While this is a significant accomplishment, there are still more avenues to explore outside the development of a campaign. Doug has requested that Arthur Goodwin, an HSRC

senior researcher who focuses on young driver issues, be added to the Working Group to offer more insight on the specific audience of teen drivers. Both Rob Foss and Arthur Goodwin have been invited to the next Working Group meeting.

Task III – Discussion of Drowsy Driving Strategy

Since Tom Crosby was absent at today's meeting, these discussions were put on hold until the next meeting.

Task V – New Ideas for Strategies

Following previous discussions that the group needed to move forward with developing new strategies, the group discussed several new ideas:

1. Legislation restricting all cell phone use – see attached breakdown of Cell Phones and Highway Safety report put together by the National Conference of State Legislatures
2. Restriction of teen cell phone use
3. "Negligent Driver" legislation which increases penalties for negligent driving behaviors such as eating, talking on the cell phone, etc.
4. Exploring issues surrounding the return of military personnel from deployments – see an increase in traffic fatalities upon their return
5. Strategy to target large employers with a high volume of shift workers or other employees with a likelihood of engaging in drowsy driving behavior

The DMV Medical Program mentioned during the last meeting by Don is going to be explored by the Older Driver Working Group.

Action Items:

Name	Item
Cliff	To invite Dr. Ken Mills and a District Attorney to speak during next meeting
Cliff	To explore possibility of inviting Jerry Brand, a NC State Trooper who has previously expressed interest in distracted driving issues to join the working group
Joe	To investigate a contact with SADD/MADD who might be able to join the working group
Cliff	To discuss with Kevin Lacy about Tom Crosby as new chair of the KDA Working Group

- The meeting was adjourned at 11:20 a.m.

NEXT MEETING: Friday, October 7, 2005, 10-12 at HSRC